SHEET No. 1

WCAU DAILY PROGRAM SHEET

DAY SATURDAY, DATE APRIL 8, 1950.

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
			FERGUSON-MORNING MANAGER			
LSA	5.15	H	Opening ann time-Star Spangled Banner	Tindel	Maness	
LSR	5.17	H	Music in the Morning	Tindel	Maness	525
LST	5.25	H	News (LSA Coverage)	Tindel	Maness	530
LSET	5.30	H	Cavalcade of Music	Tindel	Maness	6-615
LST	6.15	H	Rural Digest ET Theme-Open & close	Tindel	Maness	630
LCR	6.30	T	John Trent LCA Quaker Sugar *Penn Sugar	Joffe	Trent	
LSA	7.00$	R	Call Letters	Tindel	Maness	
LCT	7.00	R	News (*Dolcin)	Tindel	Hart	710
LCT	7.10	T	Weather Report (*Lehigh Navigation Coal) ET Theme-Open & close	Joffe	Maness	715
LCR	7.15	R	Bugle Call with Hal Moore LCET Shinola #1 *Best Foods	Tindel	Moore	
LSA	7.45	SBC	Pgm. Ann. & CL	SBC	Maness	
LCT	7.45	T	John Raleigh (*H&H)	Joffe	Thomas	
LSA	8.00	SBC	Pgm. Ann. & CL	SBC	Maness	
LCR	8.00	R	Bugle Call with Hal Moore LCET *Armour Vertagreen #2 LCET Cuticura #13 *Potter Chem. LCET Camels #3 *R.J.Reynolds LCET *McCormick's #4 LCET "Riding High"#3-live tie in *Paramount LCET *Fred Fear #1 LCA *Warner Weathermaster LCET Kolynos #1 *Whitehall Pharm.	Tindel	Moore	
LCA	8.55	H	*Abbotts & CL	Kane	Maness	
LST	8.55	H	Newz	Kane	Maness	
LCAET	9.00	H	Supersuds #2 *Colgate & CL	Kane	Maness	
LC	9.00	T	Housewives Protective League LCA *Drackett Co.	Barry	Thomas	
LSAB	9.30	SBC	Bulletin & CL	SBC	Maness	
LSR	9.30	H	Elliot Lawrence #13	Tindel	Maness	
LCA	9.45	SBC	*Plantabs & LSA Pgm. Ann. & CL	SBC	Maness	
CC	9.45	N	GARDEN GATE (*Ferry Morse Seed)			Maness
			FEYHL-DAY MANAGER			
LCA	10.00	SBC	Ideal *Wilson & LSA Weather Report & CL	SBC	Maness	
LS	10.00	X	Time Out with Bill Campbell	Joffe	Thomas	

SHEET NO. 2

WCAU DAILY PROGRAM SHEET

DAY SATURDAY DATE APRIL 8, 1950.

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
LSA	10.30	SBC	Pgm. Ann. & CL	SBC	Maness	
CS	10.30	N	MAKE WAY FOR YOUTH			Thomas
LCAET	11.00	H	Yankee Maid #1 *B.S.Pincus & CL	Kane	Thomas	
CC	11.00	N	ALLAN JACKSON (*Seeman Bros.)			Thomas
LSA	11.05	SBC	Weather Report & CL	SBC	Thomas	
CC	11.05	N	LET'S PRETEND (*Cream of Wheat)			Maness
LCA	11.30	SBC	Tip Top *Ward Baking & LSA Easter Seals & CL	SBC	Maness	
CC	11.30	N	JUNIOR MISS (*Lever Bros.)			Thomas
LCAET	12.00$	H	"Yellow Cab Man" #7-live tie in *MGM & CL	Kane	Thomas	
CC	12.00	N	ARMSTRONG THEATRE (*Armstrong Cork)			Thomas
LSA	12.30	SBC	Weather Report & CL	SBC	Thomas	
CC	12.30	N	GRAND CENTRAL STATION (*Pillsbury)			Maness
LCAET	1.00	H	Kools #7 *Brown & Williamson & CL	Tindel	Maness	
CC	1.00	N	STARS OVER HOLLYWOOD (*Armour)			Thomas
LCAET	1.30	H	"Yellow Cab Man" #4-live tie in *MGM & LSA Zoo & CL	Tindel	Thomas	
CC	1.30	N	GIVE & TAKE (*Toni)			Maness
LSAB	2.00	SBC	Bulletin & CL	SBC	Maness	
CS	2.00	N	COUNTY FAIR			Walton
LCAET	2.30	H	Ipana #3 *Bristol Myers & LSA Pgm. Ann. & CL	Joffe	Walton	
CC	2.30	N	GET MORE OUT OF LIFE & HANDY MAN (*Wm. Wise)			Thomas
LSA	3.00	SBC	Pgm. Ann. & CL	SBC	Thomas	
CS	3.00	N	REPORT FROM OVERSEAS			Walton
LSA	3.15	SBC	Pgm. Ann. & CL	SBC	Walton	
CS	3.15	N	ADVENTURES IN SCIENCE			Thomas
LSA	3.30	SBC	Easter Parade & CL	SBC	Thomas	
CS	3.30	N	CBS FARM NEWS			Walton
LSA	3.45	SBC	Pgm. Ann. & CL	SBC	Walton	
CS	3.45	N	CROSS SECTION-USA			Walton
LSAB	4.00	SBC	Bulletin & CL	SBC	Walton	
LST	4.00	R	News	Livingston	Thomas	
LSA	4.05	SBC	Pgm. Ann. & CL	SBC	Walton	
LSETD	4.05	H	Career Forum	Barry	Walton	

SHEET No. 3

WCAU DAILY PROGRAM SHEET

DAY SATURDAY DATE APRIL 18, 1950

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
CS	4.15	N	WILLARD L. THORPE-WCAU NOT TAKING-PUMP RECORDING ROOM TO 4:30 PM	Kane cut		
LSA	4.30	SBC	Traffic & CL	SBC	Walton	
LSET	4.30	T	Word From Washington	Kavafes	Crane	
LSA	4.45	R	Pgm. Ann. & CL	Schrad	Walton	
CSETD	4.45	R	Willard L. Thorpe	Schrad	Walton	
			MCILVAIN-NIGHT MANAGER			
LCA	5.00	R	*Pensupreme Ice Cream & CL	Schrad	Walton	
RCCS	5.00	Academy of Music	THE PHILA. ORCH.-WCAU TAKING-PUMP CBS TO 6:00 PM	Morrow	West	
	5.01-5:30	C&A		SBC	Walton	
	5.31-6:00	C& A		SBC	Reid	
LSAB	6.00	SBC	Bulletin & CL	SBC	Reid	
LCT	6.00	R	Fred Maness (*Canada Dry)	Harte	Maness	610
LST	6.10	T	Without Counsel	Kavafes	Walton	
LSA	6.15	SBC	Easter Seals & CL	SBC	Reid	
LCT	6.15	R	Sports (*Chevrolet Dealers)	Harte	Crane	625
LCT	6.25	T	Weatherman (*Western Savings) ET Theme-Open & close	Kavafes	Reid	
LSA	6.30	T	Pgm. Ann. & CL	Kavafes	Reid	
LC	6.30	D	Music By Candlelight	Lynch	Walton	
		R	LCET Kolynos #2 *Whitehall Pharm.	Harte		
LSA	7.00	SBC	Pgm. Ann. & CL	SBC	Crane	
CS	7.00	N	YOUNG LOVE			Reid
LSA	7.30	SBC	Pgm. Ann. & CL	SBC	Reid	
CC	7.30	N	VAUGHN MONROE (*R.J.Reynolds)			Walton
LCA	8.00	SBC	*Breyer & CL	SBC	Walton	
CC	8.00	N	GENE AUTRY (*Wrigley)			Crane
LCAET	8.30	H	Ivory Flakes #8 *P&G & LSA Pgm. Ann. & CL	Livingston	Crane	
CC	8.30	N	THE GOLDBERGS (*Gen. Foods)			Reid
LCA	9.00$	SBC	*Beechnut & CL	SBC	Reid	
LCA	9.00	SBC	*Bulova	SBC	Reid	
CC	9.00	N	GANGBUSTERS (*Gen. Foods)			Reid
LCAET	9.30$	H	Prell #2 *P&G & CL	Livingston	Reid	
LCA	9.30	SBC	*Bulova Time	SBC	Reid	
CC	9.30	N	THE GODFREY DIGEST (*Liggett & Myers)			Walton

SHEET NO. 4

WCAU DAILY PROGRAM SHEET

DAY SATURDAY DATE APRIL 8, 1950.

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS
LCA	10.00	SBC	*Breyer & CL	SBC	Walton	
CS	10.00	N	SING IT AGAIN			Walton
CC	10.30	N	SING IT AGAIN (*Carter Prods.)			Walton
CC	10.45	N	SING IT AGAIN (*Sterling Prods.)			Walton
LSAB	11.00$	SBC	Bulletin & CL	SBC	Walton	
LST	11.00	R	News	Livingston	Reid	1110
CS	11.10	N	NEWS ANALYSIS-CHAS. COLLINGWOOD			
LSA	11.15	T	Navy & CL	Kavafes	Reid	
LC	11.15	T	Bill Sears (*Yellow Cab)	Kavafes	Walton	1125
LSET	11.25	R	Lenten Bible Readings	Livingston	Reid	
LSAB	11.30	R	Bulletin & CL	Livingston	Reid	
RCCS	11.30	Sunset Beach	OSCAR DUMONT-WCAU TAKING-PUMP CBS TO 12:00 Mid.	Harte	Crane	Reid
LST	12.00	SBC	News & Weather Report (LSA Coverage)	SBC	Reid	$12 1205
CS	12.05	N	TONY PASTOR ORCH.			Reid
CS	12.30	N	CLAUDE THORNHILL ORCH.			Reid
CS	1.00	N	NEWS			Reid
LSA	1.05	SBC	Missing persons time-Star Spangled Banner & LSA Weather Report	SBC	Reid	

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SHEET No. 5

WCAU DAILY PROGRAM SHEET

DAY SATURDAY DATE APRIL 8, 1950.

TYPE	TIME	STUDIO	PROGRAM	STUDIO TECH.	ANNOUNCER	STAND BY OR CALL LETTERS

Saturday, April 8, 1950.

Tindel	10-11	445-145
MCR	1045-1145(Barry)	
Joffe	11-12	600-300
Morrow		7-7
Schrad	1-2	830-530
Kane	1-2	830-530
Barry	1-2	945-645
Livingston	7-8	230-1130
Kavafes	7-8	230-1130
MCR	7-8 (Lynch)	
Harte	8-9	415-115
Lynch	8-9	415-115

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Martin	12-1	9-6

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Maness	1130-1230	5-2
Thomas	730-830	730-430
Walton	8-9	2-11
Crane	7-8	4-1
Reid	415-515	415-115

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Children's Hour Auditions 9:30AM to 12:45 PM Schrad in "F"

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Announcements to be given over WCAU-TV

9:10 AM	SBC	Maness
9:20 AM	SBC	Maness
9:50 AM	SBC	Maness
10:20AM	SBC	Maness
10:50AM	SBC	Thomas
11:10AM	SBC	Thomas
11:50AM	SBC	Thomas
12:10PM	SBC	Thomas
12:50PM	SBC	Maness
1:10 PM	SBC	Thomas
1:20 PM	SBC	Thomas

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Emergency Sheet

8:00-8:16 AM	CBS World News Roundup
9:00-9:15 AM	CBS News of America
9:15-9:45 AM	Barnyard Follies
10:00-10:30AM	Music For You
4:00-4:15 PM	Excelsior Handicap
4:15-4:30 PM	Willard L. Thorpe
4:30-5:00 PM	Saturday at the Chase
6:00-6:15 PM	Griffing Bancroft & the News
6:15-6:30 PM	Memo From Lake Success
6:30-6:45 PM	Saturday Sports Review
6:45-7:00 PM	Larry Lesueur, News
11:00-11:15PM	News & Analysis-Chas. Collingwood
11:15-11:30PM	Hugo Malan
12:00-12:05PM	News

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